

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Leila Hercouet</td> <td>08/06/2012</td> </tr> <tr> <td>Alain Lagrange</td> <td>08/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Leila Hercouet	08/06/2012	Alain Lagrange	08/06/2012
Name	Execution Date						
Leila Hercouet	08/06/2012						
Alain Lagrange	08/06/2012						
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PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13638940</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13638940		
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Application Number:	13638940						
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NAME OF SUBMITTER:	Michelle E. O'Brien						
Total Attachments: 2 source=2012-10-02_Recordation_Cover_Sheet_w_Assignment#page1.tif source=2012-10-02_Recordation_Cover_Sheet_w_Assignment#page2.tif							

OP \$40.00 13638940

ASSIGNMENT

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

HAIR TREATMENT PROCESS USING A DIRECT EMULSION COMPRISING AN OXIDIZING AGENT AND A DIRECT EMULSION CONTAINING AN ALKALINE AGENT

for which I/WE executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on _____, 20____ (Application No. _____); and

WHEREAS, L'OREAL
 a corporation of FRANCE

whose post office address is 14, rue Royale, F-75008 Paris, France

(hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/WE, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional Application No. [Text], filed [Date] (if any), and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and I/WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

AND, I/WE HEREBY authorize and request the attorneys I/we have empowered in the Declaration and Power of Attorney in this application, to insert here in parentheses (Application No. PCT/EP2011/054885, filed March 30, 2011) the filing date and application number of said application when known.

IN TESTIMONY WHEREOF, I/We have hereunto set our hand(s).

1. FULL NAME OF SOLE OR FIRST ASSIGNOR <u>Lefia Hecouet</u>	ASSIGNOR'S SIGNATURE <u>Lefia Hecouet</u>	DATE <u>April 2012</u>
ADDRESS <u>20 bis Avenue de Rosny, F-93360, Neuilly Plaisance, France</u>		CITIZENSHIP <u>French</u>
2. FULL NAME OF SECOND ASSIGNOR, IF ANY <u>Alain Lagrange</u>	ASSIGNOR'S SIGNATURE <u>Alain Lagrange</u>	DATE <u>April 6th 2012</u>
ADDRESS <u>5, Rue de Montry, F-77700, Coupvray, France</u>		CITIZENSHIP <u>French</u>
3. FULL NAME OF THIRD ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
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